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Romania

Poultry and Products

New Marketing Requirements for Poultry Meat 2002

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Report Highlights:

Recent regulations on poultry packaging of poultry meat may significantly change the way U.S. poultry exporters package and market their products in Romania.

Bulk packaged cuts (i.e. the U.S. industry's 4x10) will still be allowed to be sold at wholesale and retail; however, poultry cuts will not be allowed to be removed from the bulk package. The cuts from the bulk packs must be repackaged and labeled. The new regulation will be effective November 23, 2002, requiring the U.S. industry to react quickly to meet the new requirements.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Sofia [BU1], RO

The Romanian Ministry of Agriculture and Food and the Ministry of Health and Consumer Protection jointly issued a regulation on the requirements for packaging poultry meat. The regulation is effective 60 days from the date of publication in the Official Gazette; this means starting November 23, 2002.

The new law may significantly change the marketing of poultry in Romania. Although the law is not clearly written and difficult to implement, Ag Sofia has determined that it may impact bulk-packed products severely. Bulk packed products will still be accepted by Customs, and can be sold in wholesale, retail and to restaurants and institutions. Bulk packed products for retail and wholesale must however be repacked in packages of a (currently) unspecified size. The law is unfortunately not clear on exactly what kind of packaging is permitted. AgBucharest interprets the regulation to state that bulk packaging, while permitted, will be limited, since the practice of opening the 10 pound bags and selling the cuts individually without repackaging is not permitted.

To review the impact of the regulation:

- 1) Bulk packed products (i.e. the U.S. industry's 4x10) can be imported and sold to institutions, restaurants, and processors, wholesalers and retailers.
- 2) Poultry cuts removed from bulk packages at wholesale and retail outlets must be repackaged.
- 3) U.S. shippers are encouraged to either ship in ready-for-retail, properly labeled packaging, or in layer pack. Since repackaging of bulk packed products is extremely difficult without completely defrosting the product, layer packing may be a good alternative.
- 4) This law impacts imports and domestic production equally and will be effective November 23, 2003. Shippers must act quickly to meet the law's requirements.

Other aspects of the regulation relate to grading, classification, and microbiological testing of imported and domestically produced poultry. A translation of the regulation is available from AgBucharest by request.